



WEWS

# ORDER

Print Date 09/24/12

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Flight Dates **09/04/12-09/14/12**

Contract / Revision      **304282 /**

Original Date / Revision  
07/11/12    08/27/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**American Crossroads TV 09.04-09.**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **690**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	49	\$58,650.00	\$69,000.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$58,650.00</b>	<b>\$69,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/14/12	49	\$58,650.00	\$69,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/05/12	09/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	--WTF--	3		\$500.00		0.00						
Week: 09/10/12		09/10/12	09/16/12	MTWTF--	5		\$500.00		0.00						
N 2	WEWS	09/05/12	09/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	8	\$3,600.00

Contract / Revision **304282** Flight Dates **09/04/12-09/14/12**

## Hiatus Dates

Original Date / Revision 07/11/12/ 08/27/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 09** Estimate # **690**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/05/12	09/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$450.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$450.00		0.00			
N 3	WEWS	09/05/12	09/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,800.00	P-1	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$1,800.00		0.00			
N 4	WEWS	09/05/12	09/14/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	4	\$1,600.00	P-3	0.00	NM	8	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$1,600.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$1,600.00		0.00			
N 5	WEWS	09/05/12	09/14/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	4	\$1,800.00	P-3	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		3				\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$1,800.00		0.00			
N 6	WEWS	09/05/12	09/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	4	\$2,200.00	P-2	0.00	NM	9	\$19,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF-S		4				\$2,200.00		0.00			
		Week: 09/10/12	09/16/12	MTWTF--		5				\$2,200.00		0.00			
Totals														49	\$69,000.00